

## NARRATIVE PROGRESS REPORT

Date Submitted: 10/14/09

Date Reviewed by IDOC staff and sent to ITC Rep:

Grantee: Payette River Mountains Visitor Assoc.

Grant #ITCG-08-III-12

Check one: ☐ Interim ☒ Final

Report Period: From 8/1/09 to 9/30/09  
(See Attachment A of Grant Contract for Dates)

Grant Manager: ReNea Nelson

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In the space below or on an attached sheet, answer the following questions for **EACH** element in your scope of work.

**Interim**-All of these questions should be answered for **EACH** project in all reports except the final report. **List element by name & element number.**

1. Has the element been completed?
2. If the element is in progress:
  - (a) What has been accomplished?
  - (b) What remains to be done?
  - (c) Are there any problems?
3. If the element hasn't been started, why?
4. What benefits have been realized to date? (Include statistical information.)

**Final**-This is your last report. Answer each question by element and project in your scope of work.

1. What was accomplished?
2. How did it promote travel in Idaho?
3. Provide statistical information and what evaluation technique was used to determine.  
List any recommendations for project improvement.

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## NARRATIVE PROGRESS REPORT

### Payette River Mountains Visitor Association

#### ITCG-08-III-12

**August 1, 2009 – September 30, 2009**

#### **Element I – Advertising**

— Completed.

Payette River Mountains Visitor Association's (PRMVA) advertising for this quarter was structured to mesh with and compliment Southwest Idaho Travel Association's strategic marketing plan for the region, while creating awareness for the attractions found in the Boise County, Idaho County and Valley County areas. Advertising efforts are geared to drive visitors to the PRMVA website, which is connected to the newly revised SWITA website and ultimately lead to a vacation in the PRMVA area.

#### **Online Advertising**

During this quarter advertising was designed, placed and tracked as follows:

(Please note, weekly reports print in a more legible format than is viewable electronically).

#### **Weekly Summary 7/30/09 - 8/06/09**

The PRM campaign has delivered 314,081 impressions of the 364,997 ordered. These numbers equated to the campaign earning 86% of its impressions ordered with 73% of the campaign elapsed. The campaign has earned 400 clicks thus far, equating to a respectable CTR of .13%

Publisher	Website	Placement	Ad Size	Start Date	End Date	Impressions Ordered	Impressions Delivered	Clicks	% Delivered	% Days Elapsed	CTR%
KDIIK-TV (Idaho Falls-Pocatello)	www.kidk.com	ROS	728x90	1-Jun	31-Aug	66,666	45,840	94	69%	73%	0.21%
Idaho Falls Magazine (Idaho Falls-Pocatello)	www.idaho falls magazine.com	ROS	728x90	1-Jun	31-Aug	-	795	6	#DIV/0!	73%	0.75%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	Sports/Outdoors/Weather	728x90	1-Jun	31-Aug	33,333	20,280	22	61%	73%	0.11%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	ROS	728x90	1-Jun	31-Aug	50,000	37,429	24	75%	73%	0.06%
La Grande Observer (LaGrande)	www.lagrandeobserver.com	ROS	728x90, 160x600	1-Jun	31-Aug	33,333	61,636	54	185%	73%	0.09%
Baker City Herald (Baker City)	www.bakercityherald.com	ROS	728x90	1-Jun	31-Aug	33,333	24,735	54	74%	73%	0.22%
Oregonian	www.oregonian.com	Sports/Outdoors/Weather (Geotargeted to East Oregon)	728x90, 160x600	1-Jun	31-Aug	33,333	31,239	25	94%	73%	0.08%
Oregonian	www.oregonian.com	ROS (Geotargeted to East Oregon)	728x90, 160x600	1-Jun	31-Aug	41,666	27,374	20	66%	73%	0.07%
Union-Bulletin (Walla Walla)	http://union-bulletin.com	ROS	728x90	1-Jun	31-Aug	40,000	22,570	33	56%	73%	0.15%
Times-News (Twin Falls)	www.magicvalley.com	Homepage	728x90	1-Jun	31-Aug	33,333	42,183	68	127%	73%	0.16%
<b>SUBTOTAL</b>						<b>364,997</b>	<b>354,324</b>	<b>466</b>	<b>97%</b>	<b>73%</b>	<b>0.13%</b>

### Weekly Summary 8/6/09 – 8/13/09

PRM is 3% away from delivering in full with 18 days left in the campaign. The campaign has delivered 354,324 impressions of the 364,997 ordered. These numbers equate to the campaign earning 97% of its impressions ordered with 80% of the campaign elapsed. The campaign has earned 466 clicks, equating to a respectable CTR of .13%

Publisher	Website	Placement	Ad Size	Impressions Ordered	Impressions Delivered	Clicks	% Delivered to Date	CTR%
KDIIK-TV (Idaho Falls-Pocatello)	www.kidk.com	ROS	728x90	66,666	51,563	105	77%	0.21%
Idaho Falls Magazine (Idaho Falls-Pocatello)	www.idaho falls magazine.com	ROS	728x90	-	857	6	N/A	0.70%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	Sports/Outdoors/Weather	728x90	33,333	23,028	26	69%	0.11%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	ROS	728x90	50,000	40,406	27	81%	0.07%
La Grande Observer (LaGrande)	www.lagrandeobserver.com	ROS	728x90, 160x600	33,333	68,065	68	204%	0.10%
Baker City Herald (Baker City)	www.bakercityherald.com	ROS	728x90	33,333	25,865	55	78%	0.21%
Oregonian	www.oregonian.com	Sports/Outdoors/Weather (Geotargeted to East Oregon)	728x90, 160x600	33,333	35,319	29	106%	0.08%
Oregonian	www.oregonian.com	ROS (Geotargeted to East Oregon)	728x90, 160x600	41,666	31,195	31	75%	0.10%
Union-Bulletin (Walla Walla)	http://union-bulletin.com	ROS	728x90	40,000	26,440	33	66%	0.12%
Times-News (Twin Falls)	www.magicvalley.com	Homepage	728x90	33,333	51,568	85	155%	0.16%
<b>SUBTOTAL</b>				<b>364,997</b>	<b>354,324</b>	<b>466</b>	<b>97%</b>	<b>0.13%</b>

### Weekly Summary 8/13/09 – 8/20/09

The Payette River Mountains campaign was delivered in full with 11 days remaining. The campaign delivered 408,067 impressions of the 364,997 ordered. These numbers equate to the campaign earning 112% of its impressions ordered with 88% of the campaign elapsed. The campaign has earned 512 clicks thus far, equating to a respectable CTR of .13%.

Publisher	Website	Placement	Ad Size	Impressions Ordered	Impressions Delivered	Clicks	% Delivered	CTR%
KDIIK-TV (Idaho Falls-Pocatello)	www.kidk.com	ROS	728x90	66,666	56,202	109	84%	0.19%
Idaho Falls Magazine (Idaho Falls-Pocatello)	www.idaho falls magazine.com	ROS	728x90	-	912	6	#DIV/0!	0.66%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	Sports/Outdoors/Weather	728x90	33,333	25,668	26	77%	0.10%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	ROS	728x90	50,000	43,390	28	87%	0.06%
La Grande Observer (LaGrande)	www.lagrandeobserver.com	ROS	728x90, 160x600	33,333	82,137	75	246%	0.09%
Baker City Herald (Baker City)	www.bakercityherald.com	ROS	728x90	33,333	29,514	60	89%	0.20%
Oregonian	www.oregonian.com	Sports/Outdoors/Weather (Geotargeted to East Oregon)	728x90, 160x600	33,333	39,469	32	118%	0.08%
Oregonian	www.oregonian.com	ROS (Geotargeted to East Oregon)	728x90, 160x600	41,666	35,072	31	84%	0.09%
Union-Bulletin (Walla Walla)	http://union-bulletin.com	ROS	728x90	40,000	30,548	36	76%	0.11%
Times-News (Twin Falls)	www.magicvalley.com	Homepage	728x90	33,333	65,155	110	195%	0.17%
<b>SUBTOTAL</b>				<b>364,997</b>	<b>408,067</b>	<b>512</b>	<b>112%</b>	<b>0.13%</b>

### Weekly Summary 8/20/09 - 8/27/09

The Payette River Mountains campaign has delivered in full. The campaign has delivered 454,096 impressions of the 364,997 ordered. These numbers equate to the campaign earning 124% of its impressions ordered with 96% of the campaign elapsed. The campaign has earned 571 clicks, equating to a respectable CTR of .13%.

Publisher	Website	Placement	Ad Size	Impressions Ordered	Impressions Delivered	Clicks	% Delivered	CTR%
KDIIK-TV (Idaho Falls-Pocatello)	www.kidk.com	ROS	728x90	66,666	59,668	114	90%	0.19%
Idaho Falls Magazine (Idaho Falls-Pocatello)	www.idahofallsmagazine.com	ROS	728x90	-	964	6	#DIV/0!	0.62%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	Sports/Outdoors/Weather	728x90	33,333	31,046	29	93%	0.09%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	ROS	728x90	50,000	46,253	30	93%	0.06%
La Grande Observer (LaGrande)	www.lagrandeobserver.com	ROS	728x90, 160x600	33,333	89,306	84	268%	0.09%
Baker City Herald (Baker City)	www.bakercityherald.com	ROS	728x90	33,333	31,946	63	96%	0.20%
Oregonian	www.oregonian.com	Sports/Outdoors/Weather (Geotargeted to East Oregon)	728x90, 160x600	33,333	43,186	38	130%	0.09%
Oregonian	www.oregonian.com	ROS (Geotargeted to East Oregon)	728x90, 160x600	41,666	38,726	35	93%	0.09%
Union-Bulletin (Walla Walla)	http://union-bulletin.com	ROS	728x90	40,000	34,684	44	87%	0.13%
Times-News (Twin Falls)	www.magicvalley.com	Homepage	728x90	33,333	78,317	128	235%	0.16%
<b>Subtotal</b>				<b>354,997</b>	<b>454,006</b>	<b>571</b>	<b>127%</b>	<b>0.13%</b>

Final Lion report for Payette River Mountains. The campaign ended on 8/31/09.

Publisher	Website	Placement	Ad Size	Start Date	End Date	Impressions Ordered	Impressions Delivered	Clicks	Over/Under	% Delivered to Date	% Days Elapsed	CTR%
KDIIK-TV (Idaho Falls-Pocatello)	www.kidk.com	ROS	728x90	1-Jun	31-Aug	66,666	51,823	116	-4843	93%	100%	0.19%
Idaho Falls Magazine (Idaho Falls-Pocatello)	www.idahofallsmagazine.com	ROS	728x90	1-Jun	31-Aug	-	999	6	999	NA	100%	0.60%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	Sports/Outdoors/Weather	728x90	1-Jun	31-Aug	33,333	33,574	31	241	101%	100%	0.09%
KIFI-TV (Idaho Falls-Pocatello)	www.localnews8.com	ROS	728x90	1-Jun	31-Aug	50,000	47,672	31	-2328	95%	100%	0.07%
La Grande Observer (LaGrande)	www.lagrandeobserver.com	ROS	728x90, 160x600	1-Jun	31-Aug	33,333	91,582	86	58259	275%	100%	0.09%
Baker City Herald (Baker City)	www.bakercityherald.com	ROS	728x90	1-Jun	31-Aug	33,333	31,916	63	-1417	96%	100%	0.20%
Oregonian	www.oregonian.com	Sports/Outdoors/Weather (Geotargeted to East Oregon)	728x90, 160x600	1-Jun	31-Aug	33,333	45,800	42	12467	137%	100%	0.09%
Oregonian	www.oregonian.com	ROS (Geotargeted to East Oregon)	728x90, 160x600	1-Jun	31-Aug	41,666	41,493	38	-163	100%	100%	0.09%
Union-Bulletin (Walla Walla)	http://union-bulletin.com	ROS	728x90	1-Jun	31-Aug	40,000	40,170	50	170	100%	100%	0.12%
Times-News (Twin Falls)	www.magicvalley.com	Homepage	728x90	1-Jun	31-Aug	33,333	86,406	144	53073	259%	100%	0.17%
<b>Subtotal</b>						<b>354,997</b>	<b>451,453</b>	<b>607</b>	<b>11643</b>	<b>153%</b>	<b>100%</b>	<b>0.13%</b>

## Radio

In tandem with SWITA, PRMVA launched a summer radio campaign which began June 8 and continued through August. 60 second spots were produced focusing on golf and rafting which promoted visitation to McCall, Donnelly, Cascade and Garden Valley. Ads ran by Journal Broadcast Group aired on KRVB-FM; KKGL-FM. Ads ran by Peak Broadcasting aired on KIDO-AM. SWITA has seen a good spike in website hits with the launch of the campaign with results reported as part of the Final SWITA narrative report.

## Element II – Website

--- Completed.

Website efforts during this quarter focused on the integration of the PRMVA website into the SWITA website, [www.visitsouthwestidaho.com](http://www.visitsouthwestidaho.com). Programming, revisions, and conceptual development have been done to render the two sites compatible and complimentary to each other at this time, which will assist in the development of merging the two sites in the 2009 grant cycle. To finish off this element the Payette River Mountains video project was completed and the videos provided SWITA, the McCall, Garden Valley and Cascade chambers for use on their respective websites. The videos highlight the recreation and local events/culture in the Payette River Mountains area both in winter and summer.

## Element III – Trade Shows

--- Completed.

Funding was submitted and reimbursed during this quarter to cover registration and booth fees for the International Sportsmen's Expo, Salt Lake City, Utah (March 18-21, 2010) and booth/power fees for the 2009 Intermountain Snow Show, South Jordan, Utah (October, 2009). SWITA representatives will be attending these shows and a report will be provided in the 2009 SWITA grant.

## Element V – Admin/Fulfillment

--- Ongoing.

Administrative costs are reimbursed as request for funds are submitted.

**Match:** The match obligation for this grant was met (exceeded).